



Dillard College of Business Administration

Syllabus: Managerial Economics
ECON 5113 Section X-20
Spring 2020

Contact Information:

Instructor: Dr. Pablo A. Garcia-Fuentes
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Office Hours: Tuesday and Thursday 9:00 am to 11:00 am, and Wednesday 9:00 am to 10:00 am. Also, by appointment (You are welcome to stop by at any time).
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Text:

Blair, Roger D., and Mark Rush. 2019. *The Economics of Managerial Decisions*. Pearson Education, Inc., The United States of America. (*Required*)

Required Registration:

You are required to sign up for MyLabEconomics at [MyLabEconomics](#) in order to complete the chapter assignments. Please download the registration instructions that are posted on D2L.

Copyright:

The class materials associated with this course are provided to facilitate student learning and are protected by the United States copyright laws. Dissemination or sale of the class material (including the World Wide Web) is not permitted. The class material is only available to students enrolled in the course that requires the use of the corresponding textbook. Students should abide by these restrictions. The publisher of the textbook owns the copyright for the class materials associated with this course.

Course Description:

This course introduces students to microeconomic theory and its applications to the allocation of scarce resources seeking to reach managerial goals. This include household

welfare maximization and firm profit maximization. Specific issues include demand and supply analysis, quantitative analysis of demand, the theory of individual behavior, production and costs, competitive markets, monopolistic competitive markets, oligopoly markets, and the monopoly. In addition, the application of game theory to analyze the behavior of firms in the oligopoly market.

Course Prerequisites:

There is not prerequisite for this class, but having taken principles of microeconomics, intermediate microeconomics, and calculus would be very helpful.

Learning Goals:

The general objective of this course is to help students understand fundamental microeconomic theory applications that can help managers reach their goals.

A. General Learning Goals:

1. Leadership. By engaging students in the learning of microeconomic theory and its applications to managerial decisions that are related to firms' operations in the national and global economies, this course aims to contribute to developing students' abilities to make more effective decisions.
2. Critical Thinking. The students will demonstrate their critical thinking abilities by conducting analysis of microeconomic theory and its applications to managerial decisions.
3. Communication skills. By engaging students in the analysis of microeconomic theory and its applications to managerial decisions, this course aims to contribute to developing students' ability to communicate their analyses in a professional manner.
4. Integrate knowledge across business disciplines. By engaging students in the analysis of microeconomic theory and its applications to managerial decisions, this course aims to contribute to developing students' ability to integrate microeconomic analysis into other business disciplines.
5. Ethical decision makers. The students will demonstrate their ethical reasoning skills when analyzing applications of microeconomic theory to managerial decisions cases that are related to regional, national, and/or global economic issues.
6. Global and multicultural awareness. The students will demonstrate their ability in understanding the influence of global and multicultural factors on the firms' international operations.

These general learning goals represent or are related to those established by the Dillard College of Business Administration. The goals represent the skills that graduates will carry with them into their careers. While assessing student performance in obtaining these general learning goals, the College seeks to assess its programs. The assessments will assist us as we improve our curriculum and curriculum delivery.

B. Course Specific Learning Goals:

- Understand the definition of managerial economics
- Understand the role of market forces: demand and supply
- Understand the theory of individual behavior
- Understand production and costs
- Understand the behavior of competitive markets, monopolistic competitive markets, oligopoly markets, and the monopoly.
- Understand the application of game theory to explain the behavior of firms in the oligopoly market
- Understand market power and price determination

Teaching Method:

Given that this is an online course, the course starts on 01/18/2020 and ends on 05/14/2020 as suggested by the 2020 spring academic calendar. The student must read a chapter a week as suggested by the course outline below. In addition, the student must submit an assignment a week on MyLabEconomics. The student is responsible for reading each assigned chapter and any additional class material. Class notes for each chapter and other related class materials will be posted on D2L. The student can ask questions on any point that is not understood. The instructor has academic freedom to bring in class material and technology in his own way. In this class, you will use the internet to access the class material posted on D2L. The week starts on Monday and ends on Sunday.

Course Policies:

A. Attendance Policy:

Attendance will be checked each week based on homework submissions. Students are expected to submit all assignments (attend all scheduled classes) for this course given the university attendance policy. Missing 3 assignments from 1/18/2020 to 3/30/2020 (the withdrawal date) is considered excessive by the instructor; therefore, students who reach this level of missed assignments will be dropped from the class by the instructor with a grade of "F", given the university attendance policy. Additionally, missing 5 assignments during the semester is also excessive; therefore, students who reach this level of missed assignments will receive a final grade of "F", given the university attendance policy, as shown in the Student Handbook and Activities Calendar which may be found at [Handbook](#).

B. Other Course Related Policies

Academic Integrity:

Regarding academic honesty, students are referred to the "Student Honor Creed" (See the Student Handbook).

Exam Policies:

Exam policies are related to academic integrity and can also be stated in the first page of the test.

Americans with Disability Act:

This class follows the guidelines suggested by the Center for Counseling and Disabilities Services for those students who qualify for disability services. Please notify the instructor of your special needs during the first week of classes (See the section on “Disability Support Services” in the Student Handbook).

Syllabus Change Policy:

- This syllabus is a guide for the course and is subject to change.

Correspondence:

All correspondence regarding class issues must be conducted in person or by email using your Midwestern State University (MSU) email only. I will not return answers to questions to other email accounts. Grades will be posted on D2L and MSU Banner. I will not discuss grades or class standing over the phone or by emails. Since email is often the most convenient means of communication, it is recommended that students use and regularly monitor their MSU email account. Grades will not be transmitted electronically (e.g., emails).

I suggest that you link your D2L email with your MSU email, so the messages sent through D2L will be forwarded to your MSU email. To do this,

- Log in to D2L.
- Click on your name on the right upper corner of the screen.
- Click on “account settings”.
- Click on “email”.
- Check “Forwarding incoming messages to an alternate email account” and enter your email in the box.
- Click on “save and close”.

Netiquette: Communication Courtesy Code:

Students are expected to follow rules of common courtesy in all email messages, class discussions, lecture hall posts, chats, etc. If I consider any of them to be inappropriate or offensive, I will forward the message to the Chair of the department and the online administrators and appropriate actions will be taken.

Deadlines:

We cannot totally rely on cyberspace—emails get lost and servers disconnect temporarily. Do not wait for the last hour to do your homework. Reply and check for replies on every email sent and received. The student is responsible for checking deadlines in emails, MyLabEconomics and D2L, and for submitting the work to the instructor on time. I will not reply to emails regarding homework issues during the last 7 hours prior to the deadline.

Exams, Coursework and Grades

Exams: During the semester, there will be two take home exams (200 points each). The two-exam scores will be for 400 points or 66.7% of your course grade. The exam's instructions and policies will be stated in the first page of the exam. The instructor has academic freedom to include any type of question in the exams.

If a student misses an exam without prior approval from the instructor, please do not expect a make-up exam. With the instructor's prior approval, you may take a make-up exam during the week of finals. If you anticipate a valid reason for missing an exam, please inform the instructor in advance by email. An unexcused absence from an exam will result in a score of zero on that exam and may be compensated for by counting your final exam in its place with the instructor's approval, and a 20% penalty on that exam's score will be assessed. The exam dates are noted in the Tentative Course Schedule in this syllabus. Any changes in those dates will be announced as soon as possible and posted prominently on D2L.

Assignments: There will be 14 assignments corresponding to the chapters that will be covered during the semester and a case study. The assignment's instructions and policies will be stated in the first page of the assignment. The case study's instructions will be provided by the instructor and the case study's policies will be stated in the first page of the assignment. The instructor has academic freedom to include any type of question in the assignments. There will be no make-up assignments under any circumstances. The student is responsible for having an appropriate internet connection. If you do not have appropriate internet connection and fail to submit an assignment, do not expect a make-up assignment. You are expected to complete each assignment by the deadline. You will have an adequate amount of time for each assignment and you must not fall behind. If you miss an assignment, you will earn zero credits. Your score for all assignments will be for 200 points or 33.3% of your course grade.

Grades will not be transmitted electronically (e.g., emails). Grades will be posted on D2L and MSU Banner. I will not discuss grades or class standing over the phone or by emails. You are welcome to come by my office to discuss about your grade.

Course Grade:

Course work		Grade Scale	Percentages*	
Case study	60 pts	540-600 pts	90% & above	A
Assignments (14)	140 pts	480-539 pts	80%-89%	B
Exam 1	200 pts	420-479 pts	70%-79%	C
Exam 2	200 pts	360-419 pts	60%-69%	D
Total	600 pts	below 360 pts	below 60%	F

* Percentages are only given for relative levels. Your final score is a total of all your exam, quiz, and homework scores with any bonus points added separately. Therefore 89% is not 1 point short of an A. 89% is only 534 points which is 6 points short of an A.

Senate Bill 11

Senate Bill 11 passed by the 84th Texas Legislature allows licensed handgun holders to carry concealed handguns on campus, effective August 1, 2016. Areas excluded from concealed carry are appropriately marked, in accordance with state law. For more information regarding campus carry, please refer to the University's webpage at [campus handgun policy](#).

Outline of the course

ECON 5113-X20

Spring 2020

(Subject to some changes and additional readings)

Week and dates	Chapter	Topic
Week 1 (Jan 20, 26)	2	Demand and supply. Chapter 2 assignment.
Week 2 (Jan 27, Feb 2)	3	Measuring and using demand. Chapter 3 assignment.
Week 3 (Feb 3, 9)	4	Production and costs. Chapter 4 assignment.
Week 4 (Feb 10, 16)	5	Perfect competition. Chapter 5 assignment.
Week 5 (Feb 17, 23)	6	Monopoly and monopolistic competition. Chapter 6 assignment.
Week 6 (Feb 24, Mar 1)	7	Cartels and oligopoly. Chapter 7 assignment
Week 7 (Mar 2, 8)	8	Game theory and oligopoly. Chapter 8 assignment.
Week 8 (Mar 9, 15)	Exam 1	Exam 1: Chapters 2 to 8; March 15, 12:59 pm.
Week 9 (Mar 16, 22)	Break	Spring Break
Week 10 (Mar 23, 29)	10	Advanced pricing decisions. Chapter 9 assignment.
Mar 30	Withdrawal	Last day for "W". Deadline at 4:00pm. Drops after this deadline receive an "F"
Week 11 (Mar 30, Apr 5)	11	Decisions about vertical integration and distribution. Chapter 10 assignment
Week 12 (Apr 6, 12)	12, Break	Decisions about production, products, and location. Chapter 12 assignment. Holiday Break
Week 13 (Apr 13, 19)	13	Marketing decisions: advertising and promotion. Chapter 13 assignment.
Week 14 (Apr 20, 26)	14	Business decisions under uncertainty. Chapter 14 assignment.
Week 15 (Apr 27, May 3)	15	Managerial decisions about information. Chapter 15 assignment.
Week 16 (May 4, 10)	16	Present value and multiperiod managerial decisions. Chapter 16 assignment.
Final Exam	Final exam	Tuesday, May 12, 12:59 pm.

Note: The instructor can change the exam dates if it is necessary.